



THE WORKING PORTFOLIO



Shown with 2014 Ram ProMaster preproduction vehicle.

THE 2013 RAM COMMERCIAL FAMILY.

**REFINED DESIGNS. MORE CAPABILITY.
GREATER STRENGTH THAN EVER.
THIS IS QUALITY THAT DRIVES BUSINESS.**

Every vehicle in this working portfolio was designed with one point in common: benchmark the extremes to best serve business and industry. Which is why the family of Ram Chassis Cabs and pickups deliver top-level capability. It's why Ram C/V Tradesman comes to work with numerous best-in-class advantages, and why the new Ram ProMaster models are joining the tough Ram family. It's also why you'll find an unrelenting focus on low cost of ownership, with support from programs like **BusinessLink** and **ON THE JOB**.^{[1]*} This is where it all comes together. Power. Strength. Durability. Now with advanced electronics and brilliant new exterior and interior refinements. Get the whole story at ramtrucks.com/commercial

RAM BENCHMARKS WHAT COUNTS THE MOST:

- **BEST-IN-CLASS^[2] GCWRs.** For 2013, every Ram Chassis Cab leads in every weight class.
- **BEST-IN-CLASS^[3] DIESEL TORQUE FOR RAM 4500/5500 CHASSIS CABS.** Credit the available Cummins® High Output Turbo Diesel and the available new AISIN® six-speed automatic with dual PTO capability. New Next-Gen DEF systems and a new "smart" diesel exhaust brake further enhance diesel performance.
- **BEST-IN-CLASS^[4] DIESEL TORQUE FOR RAM 3500 PICKUPS.** With the available Cummins High Output, Ram 3500 pickup reigns supreme, with an astonishing 850 lb-ft of torque.
- **BEST-IN-CLASS TOWING[†]** Ram carries top honors, with 2500/3500 pickups,^[5] all Chassis Cabs,^[2] and C/V Tradesman^[6] leading in towing capability.
- **BEST-IN-CLASS^[7] HIGHWAY FUEL ECONOMY.** The 2013 Ram 1500 delivers pure fuel efficiency, offering 25 mpg on the highway.^[8]
- **SAFETY AND SECURITY.** For 2013, the comprehensive Electronic Stability Control (ESC)^[9] system is now standard on every Ram commercial vehicle, offering greater control and improved road manners, especially when towing.

- **CUTTING-EDGE ELECTRONICS.** From the new 440-amp dual-alternator output (late availability for 3500 pickup and all Ram Chassis Cabs), to impressive PowerNet architecture to new Sapphire Blue interior lighting, it's all state-of-the-art.
- **A HIGHER LEVEL OF UPFIT FRIENDLINESS.** Look for new developments in transmission technology and electronics – including a new 53-input/output upfitter electrical interface module, available for Ram Heavy Duty and Chassis Cab models.
- **UNRIVALED CAPABILITY AND VERSATILITY.** Ram C/V Tradesman leads in numerous areas, including interior cargo room, payload, and towing.^[16]

THIS IS HOW YOU DRIVE BUSINESS:

RAM COMMERCIAL VEHICLES.

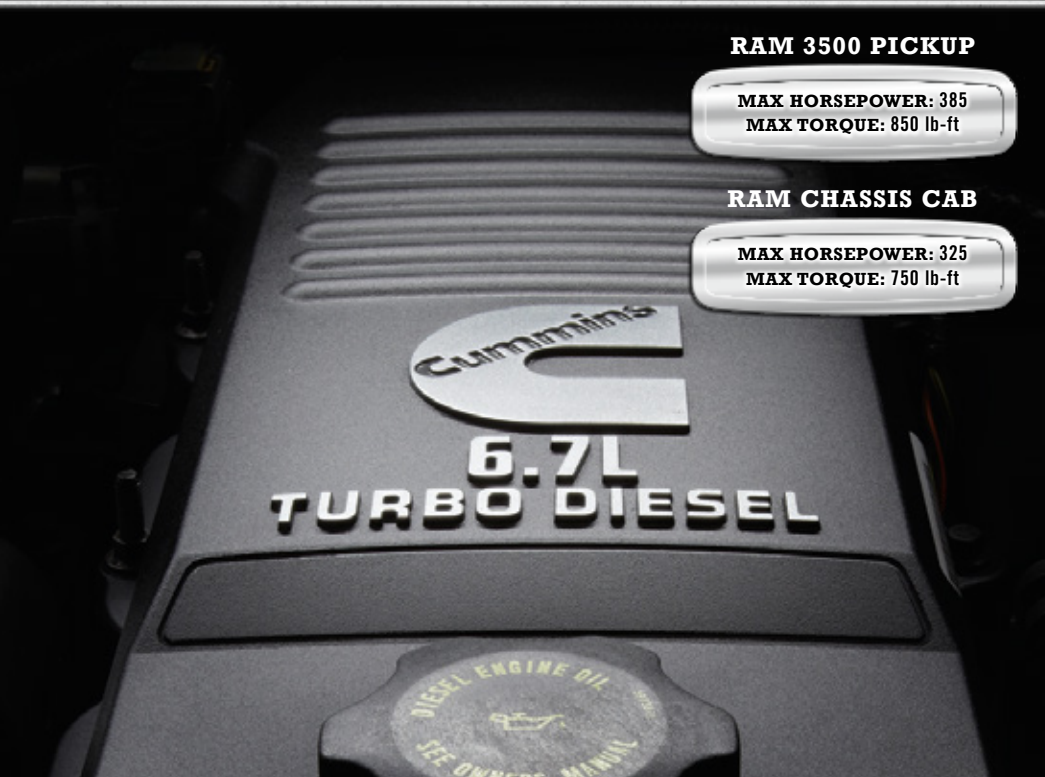
*Note: all disclaimers and disclosures can be found at the back of this brochure. †When properly equipped.

5 YEAR / 100,000 MILE
POWERTRAIN LIMITED WARRANTY™

The business of a Ram truck is to deliver quality. All Ram powertrains cover you with a 5-Year/100,000-Mile Powertrain Limited Warranty.^[10]



Ram 3500 Crew Cab Big Horn shown in Deep Cherry Red Crystal Pearl.
Properly secure all cargo.



RAM 3500 PICKUP

MAX HORSEPOWER: 385
MAX TORQUE: 850 lb-ft

RAM CHASSIS CAB

MAX HORSEPOWER: 325
MAX TORQUE: 750 lb-ft

THE COMPETITION JUST DOESN'T COME CLOSE.

Supremacy when measured by the available Cummins® Turbo Diesel boils down to bottom-line advantages: new and improved power and capability; decreased maintenance and downtime; state-of-the-art technology to improve quality, durability, and ancillary PTO applications for Chassis Cab models. In the final analysis, this is a toned heavyweight with a PhD in advanced economics. A summary of business-oriented advantages includes:

- + For Ram 3500/4500/5500 Chassis Cabs, Cummins is available in two versions — the 320 hp/650 lb-ft of torque version, mated to the proven six-speed manual transmission, and the High Output, with 325 hp/750 lb-ft of torque, and mated only to the AISIN® six-speed automatic.
- + Three power output variations allow enormous latitude. 2013 Ram 2500/3500 Heavy Duty pickups offer an available Cummins with 350 hp/660 lb-ft of torque packaged with a six-speed manual transmission.
- + Also available for 2500/3500 HD pickups is the 370 hp/800 lb-ft of torque Cummins engine packaged with the 68RFE six-speed automatic transmission.
- + For 3500 pickups, the available Cummins High Output is paired with the new AISIN six-speed automatic, and delivers 385 horsepower and best-in-class⁽⁴⁾ 850 lb-ft of torque.
- + All versions of the Cummins engine feature a new “smart” diesel exhaust brake for greater control and quieter operation — notably on downhill grades.
- + All-new and exclusive to every diesel-powered Ram model is the innovative Ram Active Air, technology that switches the air intake path to ensure peak power and torque under all grades, climates, and load/towing conditions.
- + An engine-mounted top-access fuel filter (as well as a secondary, frame-mounted pre-fuel filter) help ensure optimal fuel filtration and water separation.
- + A revised Engine Control Module offers upgraded processing power and increased flash memory for completely integrated control of all engine functionality, with separate controls for the new available AISIN six-speed automatic transmission.
- + For biodiesel compatibility on Ram Chassis Cabs, utilize the B20 option when ordering, or have the engine electronically configured by the dealer post-sale.

Quality is built in. The Cummins Turbo Diesel is backed by a 5-Year/100,000-Mile Powertrain Limited Warranty.⁽¹⁰⁾

PROVEN POWER

THE MIGHTY 6.7-LITER CUMMINS TURBO DIESEL. NOW WITH FIVE DIFFERENT POWER OUTPUTS FOR THE RAM LINEUP. FACTOR IN NEW RAM ACTIVE AIR, A NEW “SMART” DIESEL EXHAUST BRAKE, AND OUTSTANDING DIESEL TORQUE.

The superiority of exceptional diesel torque from the Cummins Turbo Diesel fluently ensures beyond-capable performance. Combine a Cummins engine with any of the remarkable transmissions and bulletproof transfer cases for capability and reliability second-to-none.

Ramping up capability for 2013 Ram Chassis Cabs powered by the new available Cummins High Output Turbo Diesel is a dramatic contribution from our colleagues at AISIN. Designed specifically to handle the new Cummins High Output ratings, higher GCWRs, and relating axle ratios, is the new available heavy-duty AISIN AS69RC six-speed automatic. This fully electronically controlled transmission makes



New Ram Active Air (shown above), new “smart” diesel exhaust brake, new engine cooling system: this is Cummins at its best.

the grade with revised shift programming, a more aggressive Tow/Haul Mode, and a compact gear train. Impressive dual-access AISIN PTO capability on Chassis Cab models — rated at 250 lb-ft of torque and 45 horsepower — includes a left side* dedicated to hydraulic or higher outputs. New split-shaft capability* is ideal for fire pumps, power tongs, and onboard compressors/generators.

The available class-exclusive^{(2) (5)} G56 six-speed manual transmission is now modified for the increased torque load (previously 610 lb-ft; now 660 on pickups and 650 on Chassis Cabs). Its hard-finished gear system aims at improved quietness, with a dual-mass flywheel and double-cone synchronizers in gears 1–4 and Reverse offering outstanding capacity and long-term durability with two-sided PTO access for Ram Chassis Cabs. The third transmission available for diesel-equipped 2500 and 3500 Heavy Duty pickup models is the 68RFE six-speed automatic; it's packaged with the 370 hp/800 lb-ft Cummins engine.

Transfer cases share the same qualities: robust strength is mated to notably quiet performance. Available for Ram Chassis Cabs and Heavy Duty pickups are the transfer cases with a larger bolt flange interface and larger input shaft. The BorgWarner BW 44-46 and BW 44-47 cases — with electronic shift-on-the-fly and manually actuated capability, respectively — are designed for the most critical benchmarks out there: long-life reliability, exceptional trailer-towing capability, and minimal noise, vibration, and harshness (NVH).

* Late availability.



RAM 1500

MAX HORSEPOWER: 395
MAX TORQUE: 410 lb-ft

RAM HEAVY DUTY/ CHASSIS CAB

MAX HORSEPOWER: 383
MAX TORQUE: 400 lb-ft

UNLEADED FUEL. SUPREME PERFORMANCE.

If success has any measure, it's that of history: with more than a century of developments, the iconic hemispherical combustion chamber — with its ability to endure high compression ratios and efficiently burn fuel with near-zero fatigue — reigns as one of the world's best engine designs. The main attributes of the 2013 version of this legendary engine include:

- + Exceptional power and torque — 383 horsepower and 400 lb-ft of torque (for Ram 2500/3500 pickups and 3500 Chassis Cab).
- + Interactive Deceleration Fuel Shut-Off (iDFSO) seamlessly turns off fuel flow during deceleration for real-world fuel efficiency.
- + A sophisticated electronic throttle control system delivers exact amounts of fuel for efficient performance.

+ Variable Valve Timing (VVT) perfects engine breathing through precise valve control — and increases torque over a large rpm range.

+ A dual spark plug ignition — two plugs per cylinder — helps increase peak power and torque, reduce exhaust emissions, increase fuel efficiency, and smooth the idle.

+ An ultra-high compression ratio of 10.5:1 and dual knock sensors translate into superb performance and impressive fuel efficiency.

+ For Ram 1500 models, the available HEMI® V8 kicks out 395 hp/410 lb-ft of torque, with assets that include VVT along with the invaluable Multi-Displacement System (MDS) Fuel Saver Technology, delivering outstanding fuel efficiency.

The HEMI V8 backs you with one of the best warranties in the commercial marketplace: our fully transferable 5-Year/100,000-Mile Powertrain Limited Warranty.^[10]

A LEGEND AT WORK

THE LEGENDARY 5.7-LITER HEMI® V8. MEET THE GAS POWERPLANT ENGINEERED TO EXCEL IN COMMERCIAL APPLICATIONS.

When an engineering résumé boasts credentials that include propelling WWII Thunderbolt airplanes, helping define the distinctive Muscle Car Era, and vaulting Ram pickups and Chassis Cabs to first-place consideration for world-wide industrial applications, you've got a ready-made candidate for the toughest jobs.

The distinguished history of this legendary engine puts the unstoppable and impressive hemispherical design of the 5.7-liter HEMI V8 into an optimum choice of heavy-duty 2013 Ram commercial vehicles. Upgraded transmissions and proven transfer cases expand capability. All components utilize technologies and engineering protocols created specifically for heavy-duty use and long-term durability, with ongoing improvements addressing performance, fuel efficiency, and longevity. In every way, this family is all about the work. The HEMI V8 powertrains demonstrate this ethic with been-there, done-that agility.

The proven partner of the HEMI V8 in Ram 2500/3500 HD pickups and 3500 Chassis Cabs is the sophisticated 66RFE six-speed automatic transmission, a component that exceeds typical demands for anticipated towing and hauling. The transmission offers driver-adaptive shifting, with three multiple clutch packs and a dual-stage hydraulic pump. All contribute to superb road manners and impressive hauling dynamics, with the addition of dual filters to help protect the pump and other components. An independent lubrication cooler ensures ample pressure under all conditions.

The available transfer cases for HEMI V8-powered Ram Heavy Duty models are the same as those utilized by the Cummins® Turbo Diesel. Their strength is unquestioned. The BorgWarner BW 44-46 transfer case features responsive, electronic shift-on-the-fly engineering, with three operating ranges, plus Neutral. The manually actuated BW 44-47 case also features three operating ranges, plus Neutral. Both transfer cases offer a low-range gear-reduction ratio of 2.64:1 for outstanding pulling power up tough grades.

RAM PROMASTER

MAX HORSEPOWER: 280
MAX TORQUE: 260 lb-ft

RAM C/V TRADESMAN

MAX HORSEPOWER: 283
MAX TORQUE: 260 lb-ft

RAM 1500

MAX HORSEPOWER: 305
MAX TORQUE: 269 lb-ft

IMPRESSIVE FROM THE GET-GO.

The engineering that went into the new Pentastar® V6 warrants serious attention. The engine utilizes an abundance of new technologies and engineering dynamics, all of them developed to get the most out of every drop of gas.

- + Here, highway mileage is second to none. The new 2013 Ram 1500 powered by the available Pentastar V6 and new TorqueFlite® 8-speed automatic transmission delivers best-in-class^[7] highway fuel economy of 25 mpg.^[8]
- + The new pulse-width-modulated fuel pump and cooling fan operate only at the levels required by the engine — not some predetermined rate that slurps, not sips, fuel. The engineering improves vehicle efficiency by conserving electrical energy, and increases fuel pump life because it isn't constantly running at full capacity.
- + A new, sophisticated Thermal Management System brings internal engine and transmission temperatures to optimal operating points faster, and maintains them longer — again, a real contribution to achieving excellent fuel efficiency.
- + The Pentastar V6 application in Ram 1500 vastly improves overall capability, bringing to our commercial portfolio new strength in the market: Ram first 4x4 power, now backed with the dynamics of V6 efficiency.

SHIFTING GEARS AT THE SPEED OF INGENUITY.

All-new for 2013 — and available with both the Pentastar V6 and the 5.7-liter HEMI® V8 powerplants — is the critically lauded new TorqueFlite 8-speed automatic transmission — the first 8-speed automatic in a commercial-grade pickup truck.

- + Operation of the TorqueFlite 8-speed is completely electronic. It's engineering that calls for new thinking — and new ease of operation; we achieved that goal with an all-new Rotary Shifter to replace the previous conventional shifter.
- + The new Rotary Shifter is dashboard-mounted for at-your-fingertip ease of operation. All functional shifting of gears is retained — for example, the back-and-forth rocking sometimes needed to get out of deep snow, or the up-and-down shifting needed to control towing — and is easier than ever. The shifter is subtle, intuitive, and completely responsive.
- + Transfer case operation (if so equipped) is now located in the same dashboard-mounted area, just below the new Rotary Shifter.
- + For a more refined operation, new Ram 1500 models equipped with the TorqueFlite 8-speed now utilize convenient steering wheel-mounted buttons for manual gear range selection — engineering focused on offering the greatest control when towing and hauling heavy loads.

25 MPG^[8] HWY LEADER

COMBINE THE PENTASTAR V6 WITH THE NEW TORQUEFLITE 8-SPEED.
THE RAM 1500 25 MPG^[8] HWY LEADS AS BEST-IN-CLASS.^[7]

Every business demands efficient performance from its workers, and for truly exceptional fuel efficiency, look to the available Pentastar V6 mated to the new TorqueFlite 8-speed in Ram 1500 — a breakthrough combination for industry.

This exceptional combination of power gives you the first 8-speed automatic transmission in a pickup truck. It also results in all-new engineering for the new 2013 Ram 1500 — new, Ram first 4x4 capability backed with the inherent efficiencies of a tough six-cylinder. The beauty is in the details.



Mated to the Pentastar V6 is the new TorqueFlite 8-speed — fully electronic, and featuring an all-new Rotary Shifter.

Available for Ram 1500, the Pentastar V6 utilizes some of the most advanced engine technologies available. The results include designed-in low costs of ownership over the life of the powerplant.

Winner of multiple awards, the Pentastar V6 delivers an outstanding balance of high power and torque with superb reductions in noise, vibration, and harshness (NVH). Impressive features include a “Silent Chain” timing drive which contributes to durability; four valves per cylinder for ultra-efficient timing and burning of fuel; a dual overhead cam design; high-flow “tumble” intake ports, which ensure efficiency and phenomenal performance; and an

authoritative 10.2:1 compression ratio providing exceptional power for hauling and towing.

Additional assets include a new pulse-width-modulated fuel pump and cooling fan for better efficiency; Variable Valve Timing (VVT), and a highly sophisticated Thermal Management System for optimal power, performance, and efficiency.

Proven over time, the Pentastar V6 is backed with one of the best warranties in the world of industry: our fully transferable 5-Year/100,000-Mile Powertrain Limited Warranty.^[10]



Ram 4500 Regular Cab Tradesman in Bright White, shown with aftermarket Stake Body upfit and select available features. Properly secure all cargo.

MUSCLE. TONED TO PERFECTION.

This is how you do it right: design and build work trucks of such incredible toughness and durability, they back down from nothing. Incorporate thoughtful designs and state-of-the-art features inside and out. The quality of thinking that went into this dramatically redesigned family of commercial vehicles gives you toned muscle that pulls its weight, with proven workhorses that achieve ever-better figures for

the world of work — and then boost that capability with exceptional fuel efficiency. Not only did we achieve it, but we went over and above. These new features go miles beyond the conventional, and they do it with less fuel. It's all about getting the job done efficiently, comfortably, and with unquestioned reliability. The Ram portfolio benchmarks exactly what your work truck should be.

+ THE AVAILABLE CUMMINS® TURBO DIESEL DELIVERS A FIRST FOR RAM HD PICKUPS: A NEW DIESEL EXHAUST FLUID (DEF) SELECTIVE CATALYTIC REDUCTION (SCR) SYSTEM THAT COMPLIES WITH ALL 2013 FEDERAL MANDATES. THE NEW DEF/SCR SYSTEM ENSURES THERMAL RETENTION AND IS ENGINEERED FOR DURABILITY.

+ TRIPLE WEATHER STRIPPING BETWEEN THE DOORS AND THE BODY IN ALL MODELS ENSURES OUTSTANDING SEALING — AGAINST BOTH WATER INTRUSION AND EXTERIOR NOISE.

+ MIRRORS ARE SHAPED TO AN AERODYNAMIC IDEAL, HELPING REDUCE RESISTANCE AND DRAG TO HELP IMPROVE FUEL EFFICIENCY.



+ ALL EXTERIOR GAP AND FLUSH TOLERANCES FOR DOORS AND TAILGATES HAVE BEEN IMPROVED TO MEET EXACTING MEASURES.

+ FRONT AXLE IMPROVEMENTS ON 3500 4x4 PICKUP MODELS RAMP UP CAPABILITY: NEW MAX FRONT GAWRS JUMP BY 500 LB — TO 6,000 LB WHEN PROPERLY EQUIPPED. THE NEW FRONT AXLE DISCONNECT AND NEW LOWER VISCOSITY LUBE BOTH HELP ENHANCE FUEL EFFICIENCY.

+ BETTER TOWING AND HAULING: A NEW FACTORY-INSTALLED TRAILER HARNESS CONNECTOR LOCATED IN THE BED IS NOW INCLUDED WITH THE AVAILABLE FIFTH-WHEEL/GOOSENECK TOW PREP PACKAGE ON 3500 MODELS. NEW REINFORCED TIE-DOWNS OFFER ENHANCED STRENGTH AND MORE SECURE LASHING OF HEAVIER LOADS.

+ RECENT FRAME DEVELOPMENTS ON 3500 PICKUPS FOCUS ON UNCOMPROMISING DURABILITY: THESE ROBUST HYDROFORMED FRONT AND REAR RAIL SECTIONS ARE COMPOSED OF HIGH-STRENGTH 50-KSI STEEL, WITH ADDITIONAL NEW TOUGH CROSSMEMBERS FOR INCREASED STRENGTH.



+ PICKUP FEATURE

+ CHASSIS CAB FEATURE

+ PICKUP AND CHASSIS CAB FEATURE

+ A NEW, FULLY-INTEGRATED REAR FRAME STRUCTURAL CROSSMEMBER ON RAM 3500 PICKUP MODELS WAS ENGINEERED SPECIFICALLY TO SUPPORT FIFTH-WHEEL AND GOOSENECK TRAILER TOWING CAPABILITY.



BRING IT ON. RAM CAN DO IT.

30,000-LB MAX TOWING

3500 PICKUP,
WHEN PROPERLY EQUIPPED

5500 CHASSIS CAB,
WHEN PROPERLY EQUIPPED

29,600-LB MAX TOWING



+ IDEAL FOR THE WORKING WORLD: NEW FOR 2013 RAM CHASSIS CABS IS THE ADDITION OF THE AVAILABLE PARKVIEW® REAR BACK-UP CAMERA;^[1] OFFERING BRILLIANT HIGH-RESOLUTION IMAGING. THE AVAILABLE SYSTEM IS SHIPPED WITH THE VEHICLE, AND INSTALLED BY THE UPFITTER IN THE IDEAL LOCATION.

+ THE CUMMINS® TURBO DIESELS NOW UTILIZE A NEW ENGINE COOLING SYSTEM THAT ACHIEVES A 25 PERCENT INCREASE IN HEAT REDUCTION. THE ENGINEERING WAS CREATED SPECIFICALLY TO ADDRESS THE INCREASE IN PERFORMANCE ASSOCIATED WITH THE NEW HIGHER-OUTPUT CALIBRATIONS.

+ PICKUP FEATURE

+ CHASSIS CAB FEATURE

+ PICKUP AND CHASSIS CAB FEATURE

+ ALL-NEW FOR RAM 3500/4500/5500 CHASSIS CABS: STANDARD ELECTRONIC STABILITY CONTROL (ESC);^[9] DETAILS OF THIS COMPREHENSIVE CONTROL SYSTEM CAN BE FOUND IN THE CHASSIS CAB SECTION OF THIS BOOK.

+ FRONT AXLE DEVELOPMENTS ON 4500/5500 CHASSIS CABS ARE EXTENSIVE, WITH INCREASES IN THE CASTER ANGLES, THE STABILIZER BAR ATTACHMENTS, AND THE TRACK BAR WIDTH. ALL HELP IMPROVE PERFORMANCE AND CAPABILITY.

+ ALL 2013 RAM MODELS FEATURE NEW FRONT-END TREATMENTS. THESE SCULPTED, SMOOTH, AND AERODYNAMICALLY EFFICIENT DESIGNS NOW FEATURE MODEL-SPECIFIC GRILLE TREATMENTS, A TOUCH THAT GIVES THESE TOUGH WORK VEHICLES A POWERFUL PRESENCE ON THE ROAD — AND ON THE JOB SITE.



+ EXTENSIVE FRAME ENHANCEMENTS TO THE NEW RAM 4500/5500 CHASSIS CABS RAMP UP STRENGTH FOR TOWING AND HAULING, WITH A NEWLY MODIFIED REAR SUSPENSION. THE RECONFIGURED HOTCHKISS (LEAF) SUSPENSION JOINS FURTHER IMPROVEMENTS IN THE FRONT TO INCREASE OVERALL CAPABILITY.

+ ON RAM 4500/5500 CHASSIS CABS, THE NEW FRAME DEVELOPMENTS CONTINUE WITH NEW JOUNCE BUMPER BRACKETS, A NEW PARK BRAKE BRACKET, AND NEW FRONT AND REAR AUXILIARY BRACKETS. IT ALL ADDS UP TO A SUPREMELY CAPABLE FOUNDATION, MAKING THIS ONE OF THE MOST UPFITTER-FRIENDLY TRUCKS ON THE ROAD.

+ THEY'RE UPFITTER-FRIENDLY BY DESIGN — AND THAT MAKES THEM UP FOR IT ALL. THE DESIGN OF NEW 2013 RAM 3500/4500/5500 CHASSIS CABS PUTS EXTREME CAPABILITY AND VERSATILITY AT THE TOP. THESE BEST-IN-CLASS^[2] GCWRs LET YOU TAKE ON TOUGH TOWING ASSIGNMENTS WITH COMPLETE CONFIDENCE IN YOUR WORK PARTNER.

+ UPGRADED TRANSFER CASES, AVAILABLE FOR 3500/4500/5500 CHASSIS CABS EQUIPPED WITH THE NEW AISIN® SIX-SPEED TRANSMISSION, ARE SPECIFICALLY ENGINEERED TO HANDLE THE HIGHER LOADS DEMANDED OF RAM CHASSIS CABS.



LIVE LARGE — ESPECIALLY ON THE JOB.

The new interiors of 2013 Ram pickups and Chassis Cabs leave nothing to the imagination — and most others woefully behind. For sheer roominess, Ram Heavy Duty Mega Cab® consistently leads with the most interior volume in the class.^[6] The fact is, for 2013, all Ram interiors have been revised, with touches that now include subtle new Sapphire Blue ambient lighting and new instrument panel treatments. Smart design translates into pure practicality: count on convenient in-floor storage on Ram Crew Cab and available dual glove boxes on most models, with state-of-the-art electronics and sophisticated communications technologies to match.

Properly secure all cargo.





BRILLIANT SOLUTIONS THAT MEAN BUSINESS.

Your new Ram truck sets a new stage, with its all-new PowerNet electrical architecture functioning as an in-vehicle, high-speed network. Depending on model, new 2013 Ram features an all-new available 7-inch full-color customizable Multi-View Display. Steering wheel-mounted cursors access menus (and submenus) for real-time information on vehicle systems status, including tire pressures, fuel filter life, trailer info, turbo boost ranges ... and dozens more. This sophisticated workspace lets you do business on a whole new level — and it's all Ram, all the way.

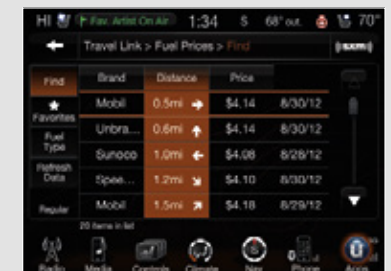


A NEW INTUITIVE SWITCH BANK OFFERS ULTIMATE CONTROL.
Enjoy fingertip control of the new standard Electronic Stability Control (ESC)^[9] settings; the Tow/Haul Mode; if equipped, ParkSense[®] Rear Park Assist,^[11] heated steering wheel, and heated/ventilated seats — with five available auxiliary switches at your disposal.



RADIOS SO REFINED, YOU CAN SEE THE DIFFERENCE.

Today's work is all about communications ... with your customers, your clients, and your employees. Innovations to the new 2013 Ram lineup include an available 8.4-inch full-color touch-screen radio with available features like Uconnect[®] Bluetooth[®], navigation, 911 Assist, and telltale symbols that keep you informed to USB ports and SD card slots. The selection is awesome — exactly what you need for your business to flourish.



THE ART OF POWER

NEW 2013 RAM 4500 AND 5500 CHASSIS CABS: DO IT RIGHT, WITH BEST-IN-CLASS^[3] CAPABILITY AND SEGMENT-FIRST^[3] TECHNOLOGY.

Designed and built to deliver unflinching capability, these workers make an unforgettable impact on the street, the job site, and — with a focus on achieving the lowest cost of ownership — to your bottom line.

Credit a wealth of advantages that put new Ram 4500/5500 Chassis Cabs at the top of their game — and the top of the competition. Like best-in-class^[3] maximum GCWR and available front GAWR figures. Best-in-class^[3] available diesel torque, now boosted with improved figures from the available Cummins® High Output Turbo Diesel. Modified front and rear suspensions that further enhance durability. And all-new confidence and control from a comprehensive Electronic Stability Control (ESC)^[9] system that contains multiple systems working together — now standard on every model. Cap it off with a new interior that redefines the word “luxury,” and you’re good to go.

+ ALL-NEW AND A CLASS-EXCLUSIVE^[3] ADVANTAGE TO RAM 4500/5500 CHASSIS CABS: ESC,^[9] STANDARD. THE COMPREHENSIVE SYSTEM INCLUDES ABS, ELECTRONIC BRAKE FORCE DISTRIBUTION, FULL-FUNCTION ALL-SPEED TRACTION CONTROL, READY ALERT BRAKING (RAB), RAIN BRAKE SUPPORT, ENGINE DRAG CONTROL, TRAILER SWAY CONTROL^[9] — AND MUCH MORE.

+ ENHANCED FRONT AND REAR SUSPENSIONS DELIVER IMPROVED DURABILITY AND GREATER INTERIOR COMFORT.

+ NEW HEADLAMPS HAVE BEEN UPGRADED, DELIVERING VASTLY IMPROVED FORWARD AND PERIPHERAL LIGHTING.

+ THE NEW AVAILABLE AISIN® SIX-SPEED AUTOMATIC TRANSMISSION HANDLES THE INCREASED DIESEL OUTPUT AND ENHANCES PTO CAPABILITY WITH NEW DUAL-ACCESS PTO AND SPLIT-SHAFT ENGINEERING (late availability).

+ NEWLY MODIFIED FRAME, STEERING, AND MOUNTING SYSTEMS HELP IMPROVE RIDE, HANDLING, AND MANEUVERABILITY — AND MINIMIZE NOISE, VIBRATION, AND HARSHNESS (NVH).

+ RAM CHASSIS CAB ENGINEERING WAS CONSIDERED FROM THE UPFITTER'S POINT OF VIEW, WITH A FLAT, CLEAN FRAME AND ALL COMPONENTS AND WIRING BELOW THE FRAME RAILS. CRAFTED AND PRE-PLANNED HOLES REDUCE — IF NOT ELIMINATE — TEDIOUS AND COSTLY WELDING REQUIREMENTS OF THE PAST.



+ BEEFED-UP DRIVESHAFTS AND AXLES BRING INCREASED CAPABILITY ACROSS THE BOARD — AND HELP IMPROVE DURABILITY OVER THE LONG RUN.

RAM 4500/5500 CHASSIS CAB
BEST-IN-CLASS^[3] GCWR AND FRONT GAWR



Properly secure all cargo.

4500/5500
RAM CHASSIS CAB



Ram 5500 Regular Cab Tradesman in Bright White, shown with aftermarket Dump Body upfit and select available equipment.

FROM FIRM TO FARM

NEW 2013 RAM 3500 CHASSIS CAB. FROM INDUSTRY TO AGRICULTURE, ITS BEST-IN-CLASS^[1,2] MAX GCWR VAULTS THIS TEAM MEMBER TO THE A-LIST.

When your jobs require extraordinary strength and designed-in versatility backed with capability and endurance, Ram 3500 Chassis Cab steps up to the plate. The stats reflect all-around performance that's better than ever.

A raft of frame improvements, a maximum GCWR of 30,000 lb,* and enhanced available components from Cummins® and AISIN® translate into unquestionable capability — starting with outstanding diesel torque. Strategic modifications — like a revised camber design to extend tire tread life — reflect engineering ideal for snowplows in the North and hydraulic systems everywhere. This is all about refined performance; even the shock absorbers are tuned to each wheelbase and engine configuration, with steering enhanced for greater precision. And new Electronic Stability Control (ESC)^[9] is now standard on every model in the Ram portfolio.

+ STANDARD: 5.7-LITER HEMI® V8 MATED TO THE PROVEN 66RFE SIX-SPEED AUTOMATIC TRANSMISSION.

+ AVAILABLE: 6.7-LITER CUMMINS TURBO DIESEL, MATED TO THE CLASS-EXCLUSIVE^[12] SIX-SPEED MANUAL, AND AVAILABLE 6.7-LITER CUMMINS HIGH OUTPUT TURBO DIESEL WITH UPGRADED AISIN SIX-SPEED AUTOMATIC, FOR OUTSTANDING DIESEL TORQUE.

+ CUMMINS TURBO DIESELS FEATURE A NEW ENGINE COOLING SYSTEM THAT ACHIEVES 25 PERCENT GREATER HEAT REDUCTION. THE NEXT-GENERATION DEF (UREA) SYSTEM FULLY COMPLIES WITH RECENTLY MANDATED AND STRINGENT FEDERAL REGULATIONS.

+ EXCLUSIVE TO CUMMINS EQUIPPED RAMS: THE NEW ELECTRONICALLY CONTROLLED RAM ACTIVE AIR SYSTEM. THIS SOPHISTICATED DUAL AIR PATH INTAKE SYSTEM ENSURES OPTIMAL POWER AND TORQUE UNDER ALL OPERATOR DEMANDS, CARGO AND LOADS, AND AMBIENT CLIMATE CONDITIONS.

+ THE NEW AVAILABLE AISIN SIX-SPEED AUTOMATIC IS DESIGNED TO HANDLE THE HIGH OUTPUT VERSION OF THE CUMMINS ENGINE. AISIN ASSETS INCLUDE ENHANCED POWER TAKE-OFF (NOW 250 LB-FT OF TORQUE, 45 HP); TWO-SIDED PTO ACCESS; NEW SPLIT-SHAFT PTO CAPABILITY;[†] AND A NEW SHIFT CONTROL SYSTEM WHICH ENHANCES FUEL EFFICIENCY.

+ ALL RAM 3500 CHASSIS CAB FRONT SUSPENSIONS UTILIZE IDEAL ENGINEERING FOR ANTICIPATED COMMERCIAL-GRADE USE: THIS HEAVY-DUTY, FIVE-LINK/COIL SPRING DESIGN FEATURES A BEAM AXLE WITH FOUR PARALLEL LEADING LINKS AND TOUGH TUBULAR LOWER CONTROL ARMS.

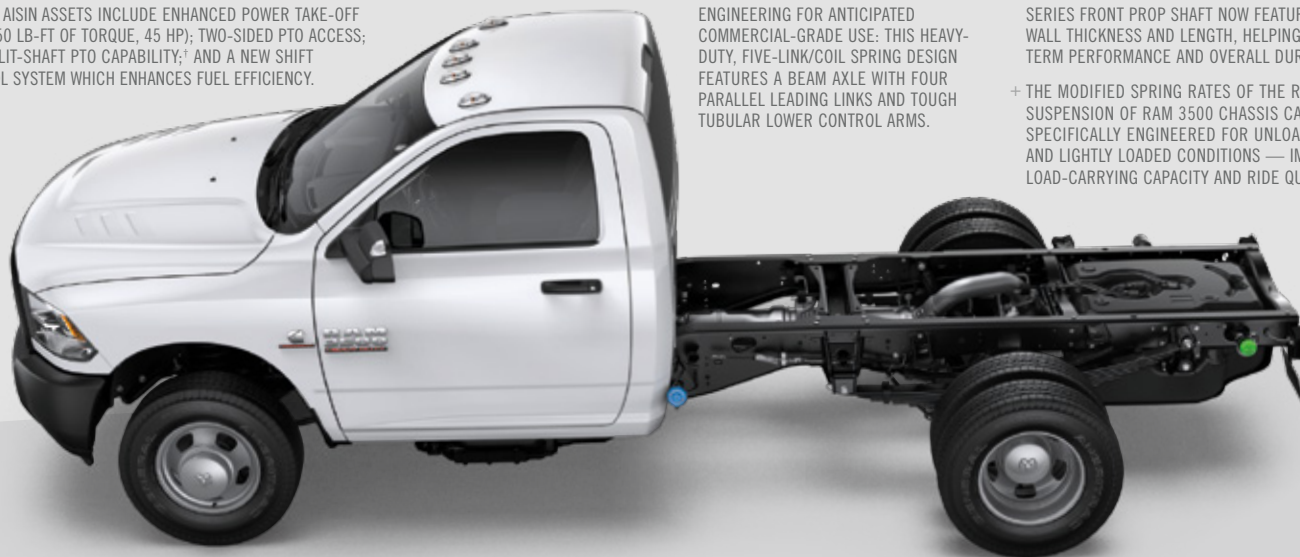
+ NEW PRECISION STEERING MODIFICATIONS ADDRESS PERFORMANCE AND RELIABILITY. THE PROVEN 1410 SERIES FRONT PROP SHAFT NOW FEATURES ENHANCED WALL THICKNESS AND LENGTH, HELPING IMPROVE LONG-TERM PERFORMANCE AND OVERALL DURABILITY.

+ THE MODIFIED SPRING RATES OF THE REAR SUSPENSION OF RAM 3500 CHASSIS CAB — SPECIFICALLY ENGINEERED FOR UNLOADED AND LIGHTLY LOADED CONDITIONS — IMPROVE LOAD-CARRYING CAPACITY AND RIDE QUALITY.

*When properly equipped. †Late availability.



Properly secure all cargo.



3500
RAM CHASSIS CAB



Ram 3500 Crew Cab Laramie in Bright White, shown with
aftermarket Rancher Body upfit and select available equipment.
Properly secure all cargo.



Ram 2500 Crew Cab Big Horn in Deep Cherry Red Crystal Pearl, shown with available Cummins® Turbo Diesel. Properly secure all cargo.

MOVING BEYOND JOB-RATED

Innovation and technology just elevated long-proven commercial-grade Ram performance to a new benchmark. The beefed-up new maximum Gross Vehicle Weight Ratings (GVWRs) of the new 2013 Ram 2500/3500 Heavy Duty pickups amply demonstrate how these workhorses handle tough jobs with stunning improvements that aim at nothing less than best-in-class performance. Now, ten business-specific models of these full-size, heavy-duty, body-on-frame pickups are configured to deliver

nothing less than maximum capability. From the super-tough Ram Tradesman to the off-road giant, Ram 2500 Power Wagon®, to the unmistakable premium-leather opulence of Laramie Longhorn, these new Ram Heavy Duties change the rules — and thus, change the game. The summary below is conclusive and compelling: when it comes to business, this level of innovation takes you beyond conventional thinking — and beyond conventional performance. Reviews are stellar everywhere you look.

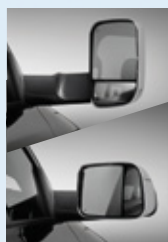


+ REMOTE KEYLESS OPERATION REACHES NEW HIGHS, WITH THE AVAILABLE NEW RAM ALL-SECURE™ LOCKING SYSTEM. ONE TOUCH ON THE KEY FOB INSTANTLY LOCKS ALL CAB DOORS, THE REAR TAILGATE, AND (IF EQUIPPED) BOTH RAMBOX® SYSTEM COMPARTMENT DOORS. THE AVAILABLE KEYLESS ENTER 'N GO SYSTEM ALSO ALLOWS PASSIVE ENTRY: APPROACH THE VEHICLE WITH THE FOB IN HAND, OPEN THE DOOR, BUCKLE UP... AND GO.

+ ELECTRONICS GO BEYOND STATE-OF-THE-ART. THESE NEW RAMS FEATURE ALL-NEW POWERNET ELECTRICAL ARCHITECTURE — BASICALLY AN IN-VEHICLE HIGH-SPEED NETWORK THAT ALLOWS VEHICLE SYSTEMS TO COMMUNICATE WITH EACH OTHER.

+ HUGE 7-x 11-INCH TRAILER TOW MIRRORS OFFER MULTIPLE-PERSPECTIVE REAR VIEWS, WITH A SCULPTED AERODYNAMIC DESIGN THAT CONTRIBUTES TO FUEL EFFICIENCY.

DUAL-FUNCTION CAPABILITY IS BY DESIGN: WHEN VERTICAL, THEY'RE IDEAL FOR TOWING. FOR EVERYDAY DRIVING CONVENIENCE, FLIP THEM TO HORIZONTAL. (STANDARD, 3500; AVAILABLE, 2500)



+ AVAILABLE TONNEAU COVERS DO MORE THAN PROTECT CARGO. WORKING WITH THE ALL-NEW AVAILABLE WHEEL-TO-WHEEL SIDE STEPS, THE TONNEAU COVER HELPS AIR GLIDE OVER THE BODY TO FURTHER REDUCE AERODYNAMIC DRAG — ONE OF MANY FACTORS THAT HELP ACHIEVE IMPRESSIVE FUEL EFFICIENCY.



+ TRAILERING AND TOWING ARE A GIVEN FOR RAM PICKUPS. NEW DYNAMIC GRID/GUIDE LINES IN THE AVAILABLE PARKVIEW® REAR BACK-UP CAMERA⁽¹⁾ RESPOND TO TURNS OF THE STEERING WHEEL, PROVIDING PINPOINT ACCURACY WHEN BACKING UP.

+ ONE OF THE LEADING INNOVATIONS IN SECURE STORAGE IS THE CLASS-EXCLUSIVE⁽²⁾ RAMBOX CARGO MANAGEMENT SYSTEM, AVAILABLE FOR SRW RAM HEAVY DUTY MODELS WITH THE 6'4" BED. THE TWO SIDE BINS ARE AUGMENTED BY A BED EXTENDER/DIVIDER AND FOUR ADJUSTABLE TIE-DOWN CLEATS.



CAPABILITY TO THE MAX

IMPROVEMENTS TO NEW RAM 3500 PICKUP DELIVER INCREASED CAPABILITY. NEW ENGINES, TRANSMISSIONS, AND ENGINEERING ARE KEY.

Here's how things work best: empower your engineering team to leverage every tool in the arsenal to enhance capability. The results bring peace of mind when you need a truck this tough. New 2013 Ram 3500 pickups deliver a new maximum GVWR of 14,000 lb.* Standard 5.7-liter HEMI® V8 power on Ram 3500 SRW delivers competitive fuel efficiency. Opt for the new available Cummins® High Output Turbo Diesel with its best-in-class^[4] 850 lb-ft of torque to power your 2013 Ram 3500 dually, and you're looking at best-in-class^[4] max GCWR and towing figures* — a dramatic upturn in capability. In short, this is the extraordinary work ethic taken to an all-new extreme — strengthened by an exceptionally aerodynamic exterior and a beyond-comfortable interior with new levels of communications technology.

*When properly equipped. Properly secure all cargo.

**RAM 3500 PICKUP:
BEST-IN-CLASS^[4]
TOWING CAPABILITY***

CROSS-COUNTRY OR ACROSS TOWN, RAM 3500 HEAVY DUTY IS UP FOR ANY HAUL. RECENT INNOVATIONS RAMP UP CAPABILITY — AND THE NUMBERS PROVE IT. THE NEW AUTOMATIC FRONT AXLE DISCONNECT ON RAM 3500 4x4 MODELS CONTRIBUTES TO IMPRESSIVE FUEL EFFICIENCY. 3500 AXLES NOW CARRY A LARGER MAXIMUM FRONT GAWR — UP TO 6,000 LB (WHEN PROPERLY EQUIPPED). FRAMES ARE NOW MORE ROBUST, UTILIZING 50-KSI STEEL. A NEW, FULLY-INTEGRATED REAR FRAME STRUCTURAL CROSSMEMBER JOINS A NEW, AVAILABLE FACTORY-INSTALLED HARNESS CONNECTOR IN THE BED FOR THE AVAILABLE FIFTH-WHEEL OR GOOSENECK HITCHES. BORN TO HAUL, THIS NEW RAM 3500 JUST FLOWS WITH THE TOW.



**30,000-lb
MAXIMUM TOWING***



Properly secure all cargo.

**3500
RAM PICKUP**

**6,730-lb
MAXIMUM PAYLOAD***



- + The 5.7-liter HEMI V8 in Ram 3500 is the most powerful standard gas engine in the class.^[4]
- + The available class-exclusive^[4] six-speed manual transmission packaged with the Cummins Turbo Diesel offers superb towing and hauling control.
- + Ram 3500 front axles deliver a more refined, crisper, and tighter feel to the steering, with remarkably taut control when backing up or maneuvering in close quarters.
- + Axles and driveshafts are fully painted, with a new phosphate treatment for corrosion protection.
- + New for 2013 Ram 3500 Heavy Duty dual-rear-wheel models is Electronic Stability Control (ESC)^[9] a comprehensive and invaluable addition to heavy-duty capability and trailering control. Ram 3500 is the only DRW model in the class^[4] to offer ESC as standard equipment.

PUSH. PULL. HAUL. DO.

**NEW 2013 RAM 2500. IMPROVEMENTS TO THIS ¾-TON PICKUP
ARE DESIGNED TO DELIVER 101 PERCENT — DAY IN AND YEAR OUT.**

Let's set aside for the moment the sleek, redesigned aerodynamic exterior and the raft of new interior features of new 2013 Ram 2500 — and focus on strength of character. This Ram excels.

The new maximum Gross Vehicle Weight Rating in Ram 2500 vaults to a new high — 10,000 lb* of capability, ripe for the taking. Equip it with the optional Cummins® Turbo Diesel, and count on available unsurpassed^[13] torque of 800 lb-ft, with standard assets that include the new “smart” diesel exhaust brake, the new diesel engine cooling system, and new Ram Active Air technology. The standard 5.7-liter HEMI® V8 with six-speed automatic offers competitive fuel efficiency, impressive payload, and beyond-competent hauling figures. In every area of business, this worker easily makes the grade — and then goes beyond conventional expectations. For more, click over to ramtrucks.com/commercial

*When properly equipped. Properly secure all cargo.

GVWR: 10,000 lb*
MAX TORQUE: 800 lb-ft

In Ram 2500, the HEMI V8 powerplant is standard, and offers:

- + Exceptional power and torque from this gas-powered giant: 383 hp @ 5,600 rpm and 400 lb-ft of torque @ 4,000 rpm.
- + Interactive Deceleration Fuel Shut-Off (iDFS), to seamlessly turn off fuel flow during deceleration for increased fuel efficiency.
- + A sophisticated electronic throttle control system, to deliver exact amounts of fuel for premium performance and efficiency.
- + Variable Valve Timing (VVT), to perfect engine breathing through precise valve control, and increase torque over a large rpm range.

Two calibrations of the formidable Cummins Turbo Diesel are available for Ram 2500. Both feature the new Ram Active Air technology, the new “smart” diesel exhaust brake, and a new cooling system to dissipate heat 25 percent more effectively:

- + Mated to the class-exclusive^[13] six-speed manual: the Cummins rated at 350 hp and 660 lb-ft of torque.
- + The Cummins Turbo Diesel in 2013 Ram 2500 models results in unsurpassed^[13] available torque; it's rated at 370 hp, and ramps up torque to an incredible 800 lb-ft.



TRIPLE CROWN WINNER

**NEW 2013 RAM 1500. LEADERSHIP IN HIGHWAY FUEL EFFICIENCY
HINTS AT THE HONORS TO COME. AND THEY JUST KEEP COMING.**

The awards for the new 2013 Ram 1500 are a clear indicator of its value to business. This elegant, innovative, and powerful pickup earned the 2013 *Motor Trend* Truck of the Year.[®] It was honored as the North American Truck of the Year. In Texas — where the half-ton pickup is indispensable for agriculture, ranching, and the oil business — Ram 1500 was awarded the Full-Size Pickup, Luxury Pickup, and Truck of Texas by the Texas Auto Writers Association. The reasons are manifold; components have been beefed-up to new levels of reliability. New technology includes: available new V6 power with 4x4 capability; an all-new, class-exclusive⁽⁷⁾ available Active-Level™ Four-Corner Air Suspension System; all-new PowerNet electrical architecture; new levels of available Uconnect[®] communications. State-of-the-art just became state-of-the-future, and it's as clear as the brilliant new available full-color graphic interfaces. The breakthrough 2013 Ram 1500 puts it together in one outstanding package — all topped off with class-leading⁽⁷⁾ 25 mpg⁽⁸⁾ on the highway.

Properly secure all cargo.

**CLASS-LEADING⁽⁷⁾ MPG
25 MPG⁽⁸⁾ HWY**



ENGINEERING THAT'S LIGHT YEARS AHEAD.

Exceptional innovations separate 2013 Ram 1500 from the wishful thinkers. The available new TorqueFlite[®] 8-speed automatic transmission with the available Pentastar[®] V6 delivers new, Ram first 4x4 capability with V6 efficiency. To that, add the all-new and class-exclusive⁽⁷⁾ available Active-Level Four-Corner Air Suspension System for automatic load-leveling and five separate ride heights — including the efficient Aero Mode.

- + Standard: proven 4.7-liter V8 Flex Fuel powerplant and six-speed automatic transmission.
- + Available: 3.6-liter Pentastar V6, mated to the innovative new TorqueFlite 8-speed automatic.
- + Available: legendary 5.7-liter HEMI[®] V8 with VVT and Multi-Displacement System (MDS) Fuel Saver Technology for four-cylinder efficiency when cruising; mated to the standard six-speed automatic or the new, available TorqueFlite 8-speed automatic.
- + The Ram 1500 wind tunnel-tested exterior, new technology, and best-in-class⁽⁷⁾ aerodynamics all benchmark the class, culminating in the new Ram 1500 HFE (High Fuel Efficiency) model.
- + Ten distinctive trim levels — from the practical and business-friendly Ram 1500 Tradesman up to the opulent Laramie and Laramie Longhorn models — give you enormous latitude for interior refinement and comfort on the job.



New Ram ProMaster preproduction model shown in Bright White.
Properly secure all cargo.

WORK WITH A PRO

**THE VERSATILE RAM PROMASTER: TWO ENGINES. FRONT-WHEEL DRIVE.
MULTIPLE DIMENSIONS. HUNDREDS OF CONFIGURATIONS.**

The 2014 Ram ProMaster Cargo/Windowed Vans and Cutaways/Chassis Cabs boost productivity and capability with a variety of heights, wheelbases, and floor lengths. Versatility is at the peak of performance, with strength to match.

Ram ProMaster 1500 locks in 8,550 GVWR; Ram ProMaster 2500 boosts GVWR to 8,900 lb; and 3500 Cargo Van maxes out GVWR at 9,350 lb.

Two roof heights — 90- and 101-inches — augment four available load floor lengths. With its huge, 160-inch floor, Ram ProMaster 3500 Van reaches a maximum length of 250 inches. Spacious cargo volume ranges from 283 cubic feet up to 530 cubic feet, giving Ram ProMaster 3500 Cargo Van impressive interior volume.

Five suspensions (each tuned to the ride and handling characteristics of the class), pallet-friendly side and rear door openings, and standard Electronic Stability Control (ESC)^[9] start the list of assets. Count on similar engineering for ProMaster Cutaway/Chassis Cab models, available only in the 3500 series.



Preproduction model shown. Properly secure all cargo.



Standard: the award-winning 3.6-liter Pentastar® V6 engine and proven six-speed automatic, with Tow/Haul Mode, churning out a respectable 280 horsepower and 260 lb-ft of torque.

Available: the 3.0-liter EcoDiesel I4 Turbo mated to the six-speed manual/automated transmission, with Tow/Haul Mode, generating 174 horsepower and 295 lb-ft of torque.

Five available suspensions ensure capability: Light Duty; Medium Duty; Heavy Duty; Touring; and High Center of Gravity. Each plays a role, and each is based on body model and gross vehicle weight.

Standard Electronic Stability Control (ESC)^[9] includes ABS; Brake/Lock Differential; an automatic Traction Control System; Brake Assist; Engine Drag Control; Trailer Sway Control;^[9] Hill Start Assist; Drift Compensation; Rollover Mitigation; and Automatic Brake Lamp Actuation.

Cargo Van payload figures range from 3,342 to 4,417 lb, depending on configuration.

ProMaster Cutaways/Chassis Cabs come in two wheelbases (136- and 159-inches) and three upfit lengths (248-, 255-, and 291-inches). GVWR for all is 9,350 lb, with maximum towing reaching 5,100 lb. Payload ranges from 4,901 lb to 5,189 lb, depending on configuration.

ALL-NEW
RAM PROMASTER
1500/2500/3500



Ram ProMaster Cargo Van preproduction model shown in Bright White.
Properly secure all cargo.

RAM
C/V TRADESMAN



Ram C/V Tradesman in Stone White.
Properly secure all cargo.

IT JUST DOESN'T GET ANY BETTER.



Meet the eminently practical 2013 Ram C/V Tradesman. With its multiple best-in-class features — each one a distinct advantage for businesses large and small — it likely leaves the engineers of competitive models scrambling for graph paper and better software.

Powered by the best V6 in Ram history — the versatile and powerful Flex Fuel-capable Pentastar® V6 with Variable Valve Timing (VVT) — this flexible cargo carrier provides absolutely superlative assets. To those listed below, add a commercial-grade heavy-duty suspension, a standard Electronic Stability Control (ESC)^[9] system specially tuned for the commercial user, crisp rack and pinion steering with a front anti-sway bar for nimble handling and outstanding road manners.

Businesses count on what the vehicle will do under real-world conditions and years of service. This is best-in-class where it counts the most:

- + Best-in-class^[6] cargo capacity, up to 144.4 cu ft, is standard; with the available premium load floor, it jumps up to 155.5 cu ft
- + Best-in-class^[6] cargo area length of 99.0 inches
- + Best-in-class^[6] cargo area width of 49.0 inches
- + Best-in-class^[6] power, 283 hp/260 lb-ft of torque
- + Best-in-class^[6] payload, carrying up to 1,800 lb
- + Best-in-class^[6] towing of 3,600 lb (when properly equipped)
- + Best-in-class^[6] highway driving range, achieving up to 500 miles with a full 20-gallon tank of fuel*

**The warranty that protects you is also unsurpassed.^[6]
our transferable 5-Year/100,000-Mile Powertrain Limited Warranty.^[10]**

Properly secure all cargo.

*EPA estimated 17 city/25 highway mpg. Actual mileage may vary.



COMPARE. USE REFRIGERATOR BOXES AS THE MEASURE.

The interior is cavernous: haul materials with a total volume that can reach 155.5 cubic feet — larger than the equivalent of four average refrigerator boxes. The wide side doors and full, flat load floor (with a floor delete option available, should you want complete customization) let you carry 4x8-foot pieces of building materials and standard-size pallets with room to spare.



CLASS-LEADING^[6] TOWING PUTS C/V TRADESMAN IN FRONT.

The attributes of 2013 Ram C/V Tradesman translate into unquestioned capability, with no less than eight best-in-class advantages. While cargo volume and payload rank large, towing is accomplished with ease. Ram C/V Tradesman, when properly equipped, tows up to 3,600 lb.



LATITUDE AND VERSATILITY BY DESIGN.


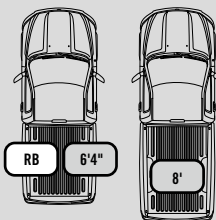
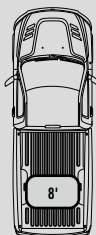
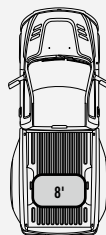
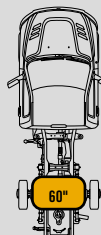
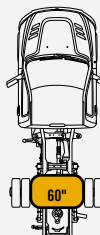
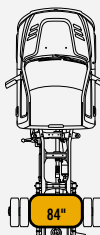
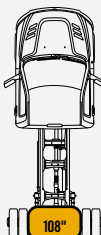
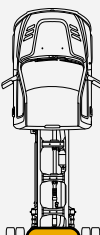

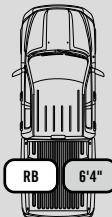

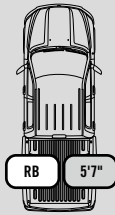
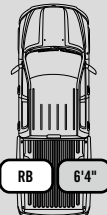
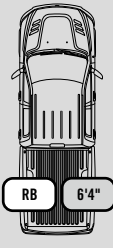
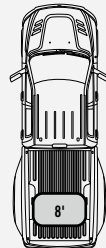
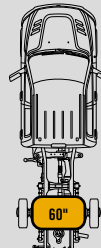
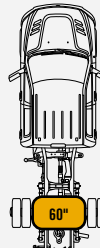
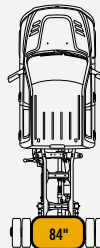

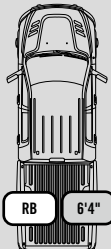
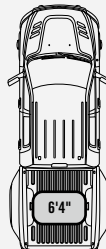
We studied the aerodynamics and exterior — and then we made nearly vertical walls that allow a wide variety of aftermarket upfit packages. The spacious and mobile workshop shown here is one example of this vehicle's adaptability. Assets like the flat load floor and available factory-installed premium load floor (with its three in-floor storage bins) provide full-function cargo-carrying capability.





BEST-IN-CLASS^[6] POWER AND TORQUE CLINCH THE DEAL.


Cargo-carrying leadership is important — but towing and hauling are often part and parcel of the assignments. The Flex Fuel-capable Pentastar V6 generates 283 horsepower for competent acceleration under load; add 260 lb-ft of torque, and you're masterfully handling trailers and big payloads.


RAM PICKUP/CHASSIS CAB CONFIGURATIONS

	1500 PICKUPS	2500 AND 3500 PICKUPS		3500, 4500 AND 5500 CHASSIS CABS				
	SRW	SRW	DRW	SRW	DRW			
 REGULAR CAB		 2500, 3500	 3500	 3500	 3500, 4500, 5500	 3500, 4500, 5500	 4500, 5500	 4500, 5500
 QUAD CAB®								
 CREW CAB			 2500, 3500	 2500, 3500	 3500	 3500, 4500, 5500	 4500, 5500	
 MEGA CAB®		 2500, 3500	 3500					

 CARGO BED LENGTH

 CAB TO AXLE LENGTH (CA)


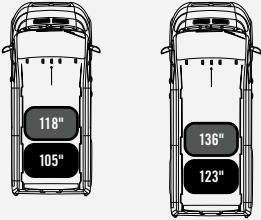

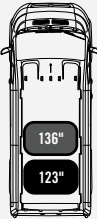
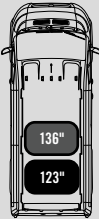
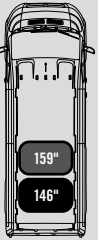
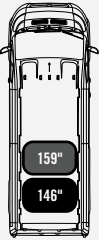
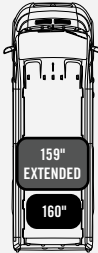

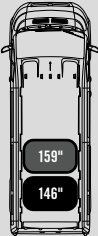




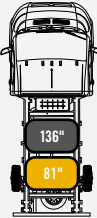
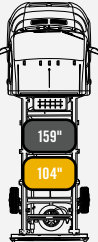
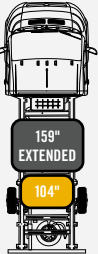
 RB RAMBOX® AVAILABLE

 WHEELBASE

SRW = SINGLE REAR WHEEL

DRW = DUAL REAR WHEEL

RAM PROMASTER VAN/CHASSIS CAB CONFIGURATIONS

	1500 PROMASTER	2500 PROMASTER	3500 PROMASTER
 <p>CARGO VAN LOW ROOF</p>			<p>NOTE: CONFIGURATIONS REPRESENT WHEELBASE LENGTH AND INTERIOR FLOOR LENGTH FOR RAM PROMASTER CARGO VANS, AND WHEELBASE AND CAB-TO-AXLE LENGTHS FOR RAM PROMASTER CHASSIS CABS.</p>
 <p>CARGO VAN HIGH ROOF</p>		 	 
 <p>WINDOWED VAN HIGH ROOF ONLY</p>			
 <p>CUTAWAY/ CHASSIS CAB LOW ROOF ONLY</p>	<p>  CAB TO AXLE LENGTH (CA)  WHEELBASE  LOAD FLOOR LENGTH </p>		  

SUPPORT THAT’S ALWAYS
AT YOUR SERVICE.

ON THE
JOB

THE INCENTIVES YOU NEED TO
HELP YOUR BUSINESS SUCCEED.
Running a business presents plenty of challenges.
Like cutting costs, not corners. Like saving money. The

ON THE JOB⁽¹⁾ commercial incentive program provides enormous assistance in purchasing, customizing, and servicing your business vehicles.

See your dealer for specific program rules and details, or call us toll-free at **877-ONTHEJOB (877-668-4356)**.

Among the most popular **ON THE JOB** incentives:

- NO-EXTRA-CHARGE LUBE/OIL/FILTER**
For all Chrysler, Jeep®, Dodge, and Ram vehicles. Includes gas and diesel engines.
- COMMERCIAL GRAPHICS ALLOWANCES**
For all vehicles. \$250/\$500/\$1,000 Commercial Graphics Program Allowances.
- COMMERCIAL EQUIPMENT/UPGRADES**
\$1,000/\$500 Allowances for Upgrades.
\$1,000 Snowplow/Factory Box-Off/Field Box-Off Allowances.
\$500 RamBox® Cargo Management System Allowance.



DESTINATION: SUCCESS AND GROWTH.
WELCOME TO BUSINESSLINK.

If you're in business, BusinessLink has you covered.

- Free Membership
- Extended Service Hours
- A Dedicated **BusinessLink** Staff
- Convenient Shuttle Services
- Commercial Vehicles in Stock
- Next-Bay-Up Preferential Service Treatment
- Free Loaners* for Selected Vehicles
- And much more

For more information, log on to chryslerbusinesslink.com or call us toll-free at **877-2THELINK (877-284-3546)**.

*Some restrictions apply. See dealer for details.



RAM

RAMTRUCKS.COM

5 YEAR/100,000 MILE
POWERTRAIN LIMITED WARRANTY**

 **RAM** **OUTFITTER**

Over 30 Years
Service Contract



 **uconnect**

BUSINESS  **LINK**

SiriusXM
SATELLITE RADIO

AUTOMOBILITY
PROGRAM
CHRYSLER | JEEP | DODGE | RAM



[1] **ON THE JOB** is a retail incentive program; see your dealer for official rules. Inquire about eligibility by calling 877-ONTHEJOB or by logging on to chryslercommercialvehicles.com. The purchaser or lessee must be a qualified commercial customer for more than 30 days prior to the date of the vehicle purchase. An official **ON THE JOB** Customer Acknowledgement Form must be signed by the customer (provided by the dealer). [2] Based on Class 3-5 pickup-based conventional cab chassis. [3] Based on Class 4-5 pickup-based conventional cab chassis. [4] Based on the latest available competitive information. Class based on 350/3500 pickups. [5] Based on the latest available competitive information. Class based on 250/2500 and 350/3500 pickups. [6] Based on the latest available competitive information in the Small Commercial Van segment. [7] Based on the latest available competitive information and *Automotive News* classification. [8] Fuel economy based on EPA estimated 18 city/25 highway mpg for Ram 1500 HFE V6 4x2 or EPA estimated 17 city/25 highway mpg for Ram 1500 V6 4x2. Actual mileage may vary. [9] No system, no matter how sophisticated, can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice and other conditions can affect. When the ESC warning lamp flashes, the driver needs to use less throttle and adapt speed and driving behavior to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt. [10] Transferable. See your dealer for complete details and a copy of the 5-Year/100,000-Mile Powertrain Limited Warranty. [11] Always look before proceeding, electronic drive aid is not a substitute for conscientious driving, always be aware of your surroundings. [12] Based on Class 3 pickup-based conventional cab chassis. When properly equipped. [13] Based on the latest available competitive information. Class based on 250/2500 pickups. **About this catalog:** Since the time of printing, some of the information you'll find in this catalog may have been updated. Ask your dealer for details. Some of the equipment shown or described throughout this catalog may be available at extra cost. Specifications, descriptions, illustrative materials and all competitive comparisons contained herein are as accurate as known at the time this publication was approved for printing. Chrysler Group LLC reserves the right to discontinue models at any time or change specifications without notice or without incurring obligation. Options may be required in combination with other options. For the price of the model with the equipment you desire, or verification of specifications contained here, see your Ram dealer. Bluetooth is a registered trademark of Bluetooth SIG, Inc. Cummins is a registered trademark of Cummins, Inc. AISIN is a registered trademark of Aisin Seiki Co., Ltd. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. MasterCard is a registered trademark of MasterCard International Incorporated. All rights reserved. CNH, Case IH and New Holland are registered trademarks of CNH America LLC. BOSCH is a registered trademark of Robert Bosch GmbH. Chrysler, Jeep, Dodge, Ram, the Ram's Head logo, Big Horn, HEMI, Laramie, Laramie Longhorn, Mega Cab, Mopar, ON THE JOB, ParkSense, ParkView, Pentastar, Power Wagon, Quad Cab, RamBox, TorqueFlite, Tradesman and Uconnect are registered trademarks and Active Level, All-Secure, BusinessLink, HFE High Fuel Efficiency & Design and Ram ProMaster are trademarks of Chrysler Group LLC. © 2013 Chrysler Group LLC. All rights reserved.

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